

Aishwarya Selvan

Head of Marketing

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www.aishwaryaselvan.com

ABOUT ME

I am a marketer specializing in B2B marketing with over 8 years of experience in digital marketing. With skills in cross-functional team leadership and budget optimization, I focus on fostering international partnerships to drive measurable business growth.



EXPERIENCE

Head of Marketing

2021 - 2024

- Built and scaled a marketing department with tailored GTM strategies for Asian markets
 - Developed buyer personas and secured executive buy-in for growth strategies
 - Executed sales funnels generating opportunities worth USD \$15M+
 - Delivered 850+ marketing-qualified leads monthly, securing 5 contracts
 - Led global marketing efforts, including lead generation, digital ads, PR, and events
 - Recruited and managed a remote team of 10+ professionals
-

Overseas Sales and Marketing Manager

2020 - 2021

- Secured 31 new contracts in the APAC and GCC regions
 - Increased revenue by USD \$2.5M by directing international sales in oil & gas, wastewater treatment, beverages, and automotive sectors
 - Facilitated partner training and collaboration
-

Community Executive

2015 - 2016

- Orchestrated strategic partnerships with luxury hotel chains (JW Marriott, Taj Hotels, Hilton, The Leela), expanding digital reach from 0.6M to 14M
- Boosted brand engagement by co-authoring 9 community marketing events

Education

Master, International Studies, Pusan National University
2017 - 2019

Graduated, GPA 4.27/4.5

Bachelors, Business Management, Bangalore University
2012 - 2015

Graduated, Salutatorian

PORTFOLIO

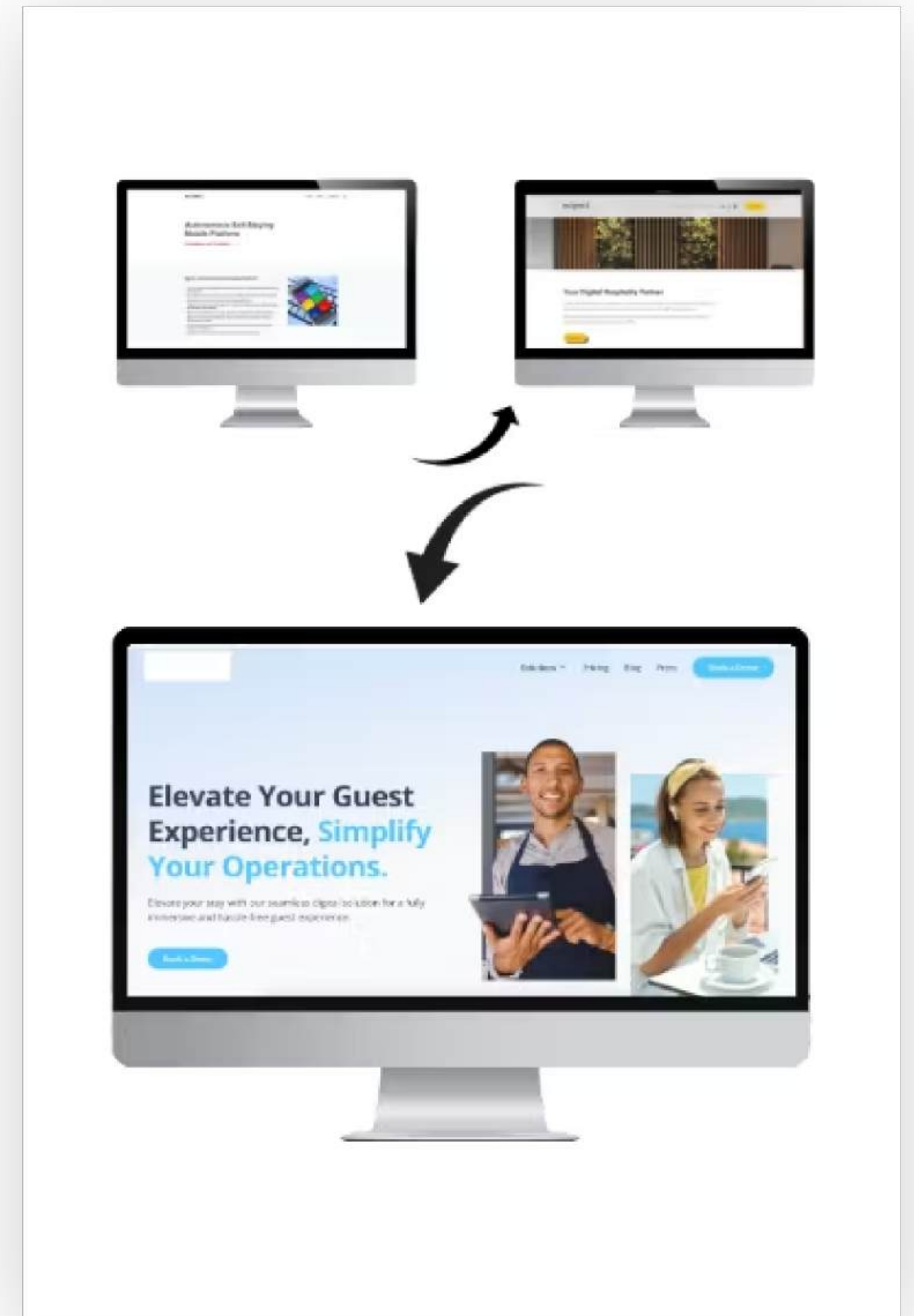
2021 - 2024

Website design and development

Focus: Hospitality, SaaS, Technology, Startups, B2B2C

Led a team of designers and developers to create a user-friendly, visually engaging website. Ensured seamless functionality, brand alignment, and an optimized user experience.

Tools: Figma, Miro, Webflow, Slack

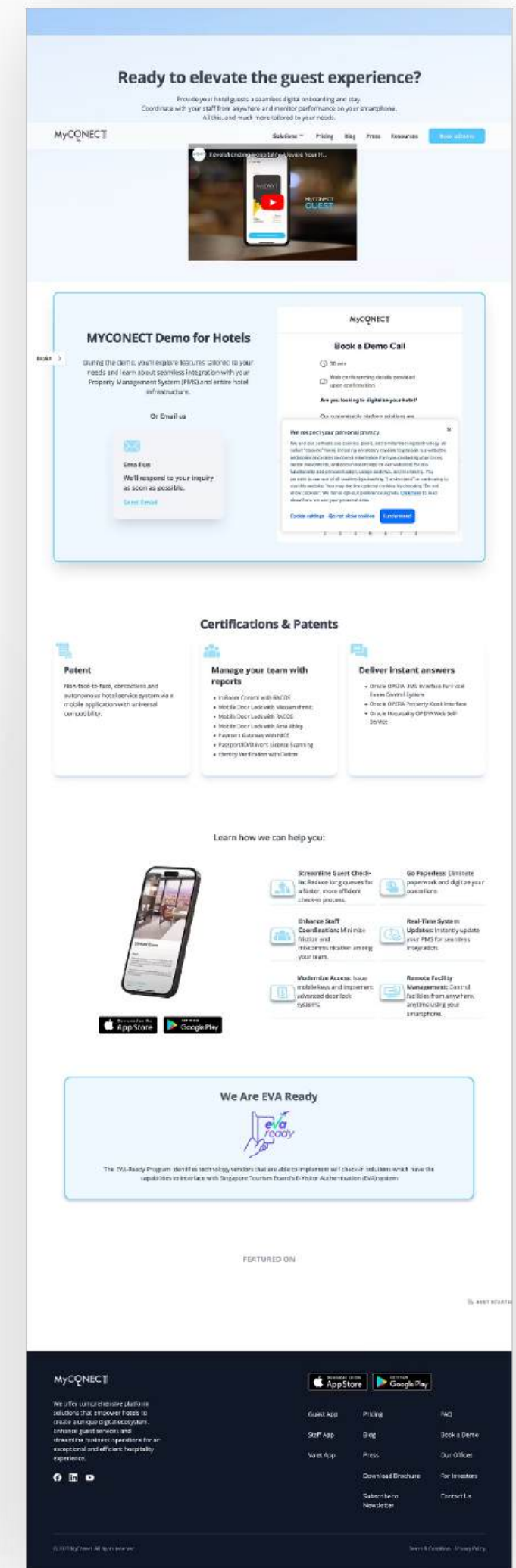
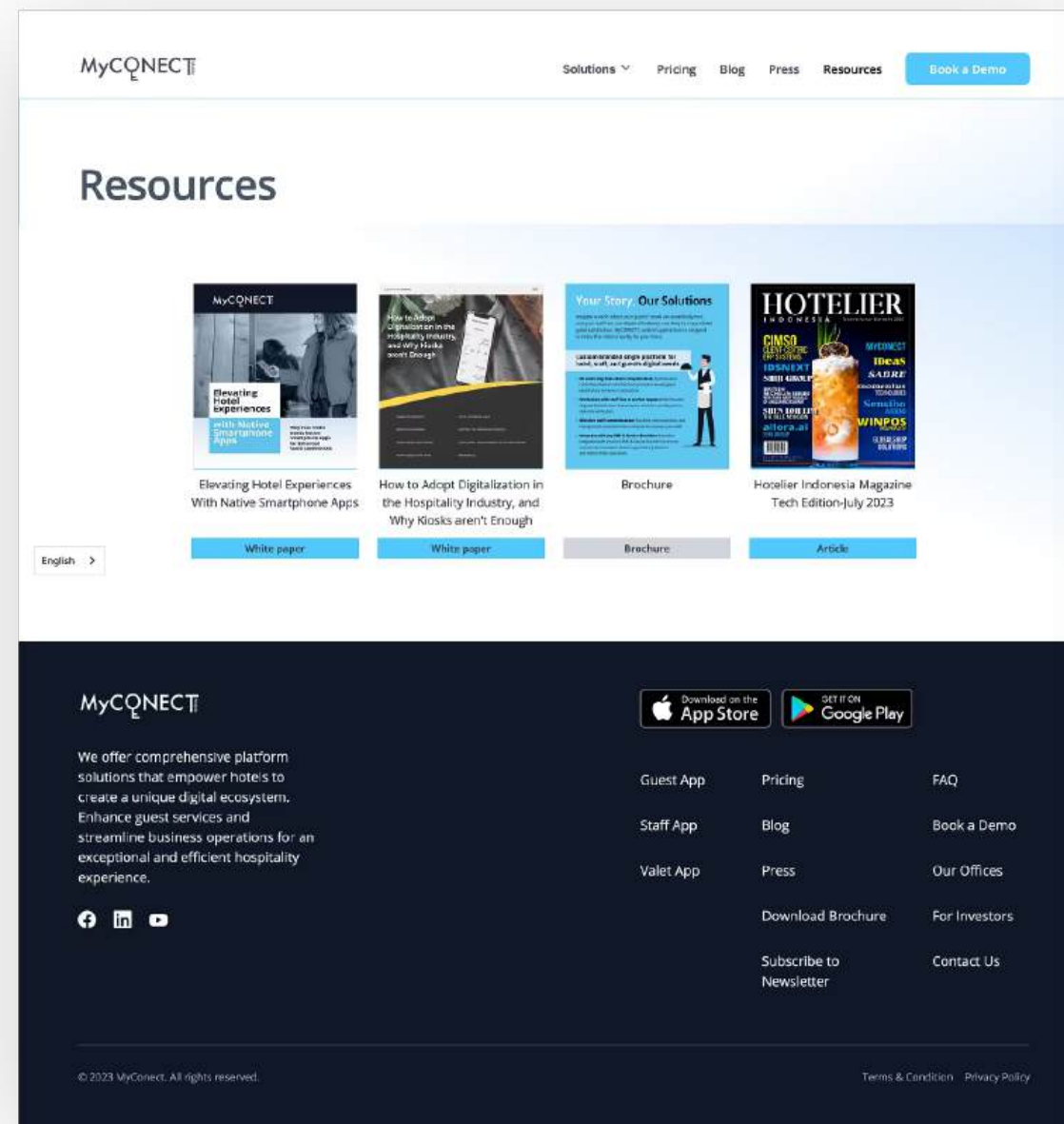


PORTFOLIO

2021 - 2024

Landing Page Optimization: Conversions & User Experience

Optimized landing pages using A/B testing and user behavior analysis to enhance conversions and engagement, driving measurable results and achieving business goals.

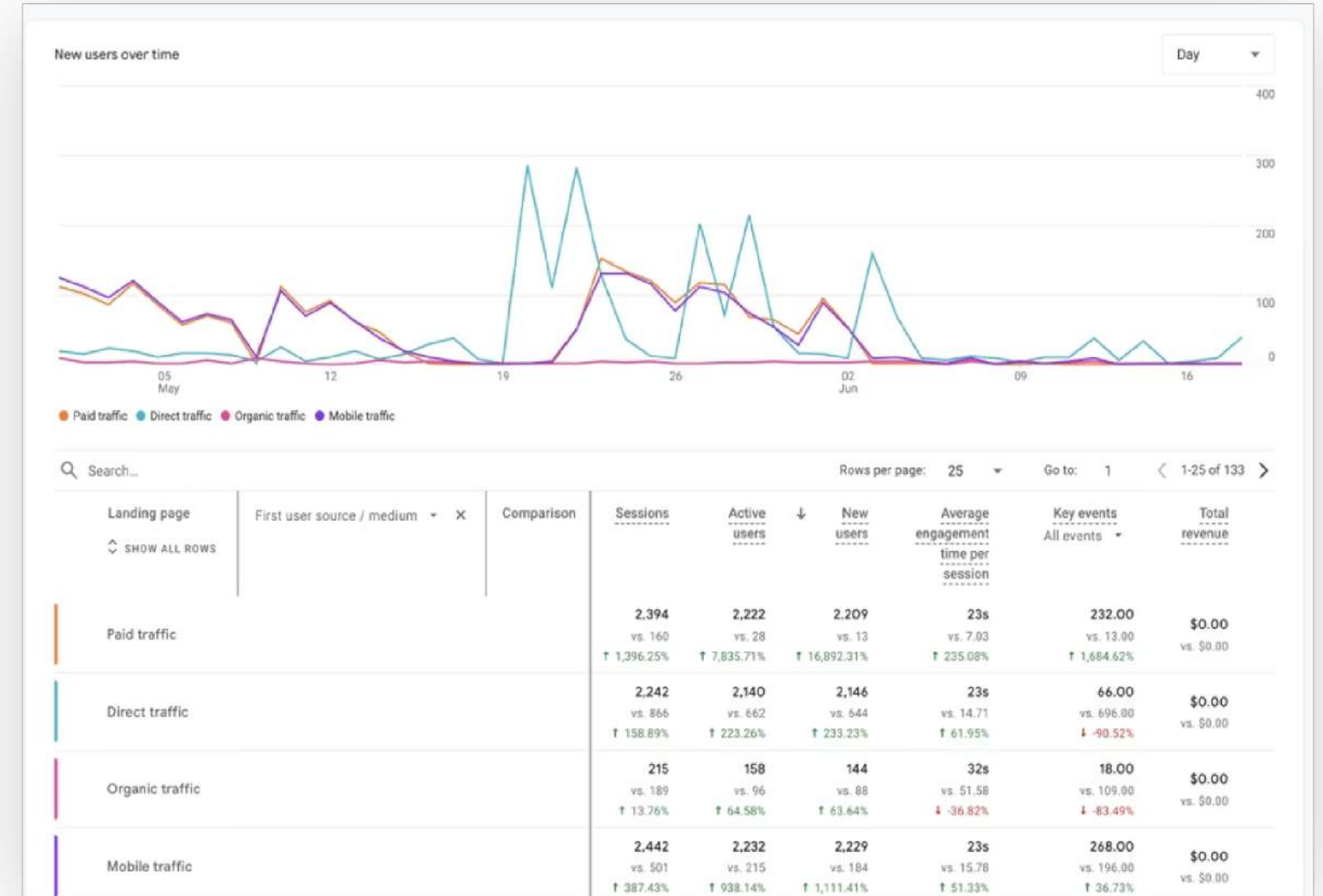


PORTFOLIO

2021 - 2024

SEO Optimization & Website Traffic Growth

Executed SEO strategies that increased website traffic by 4,499–5,100 visitors, with 1,693–2,209 attributed to Google Ads —achieving a remarkable 16,892% growth.

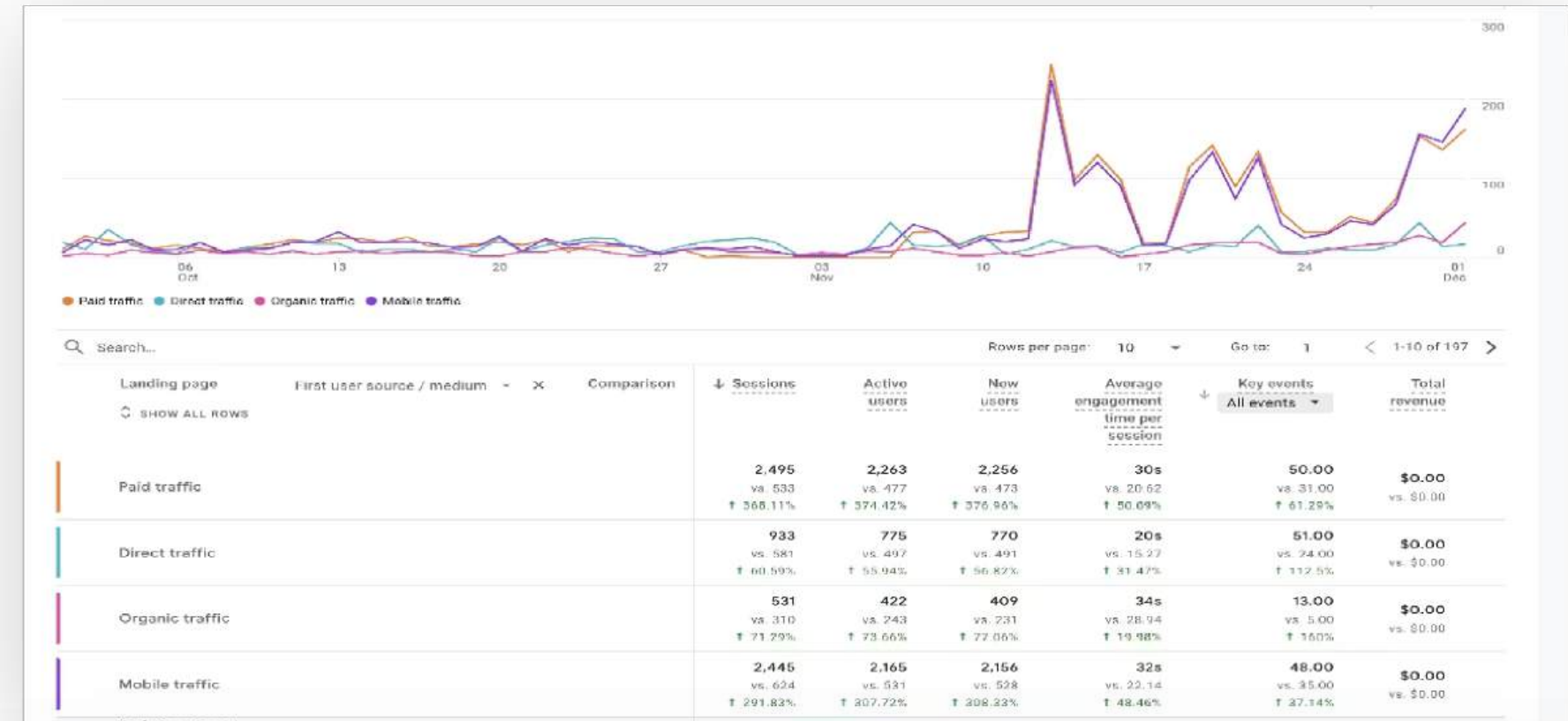


PORTFOLIO

2021 - 2024

Google Ads Performance & Conversion Growth

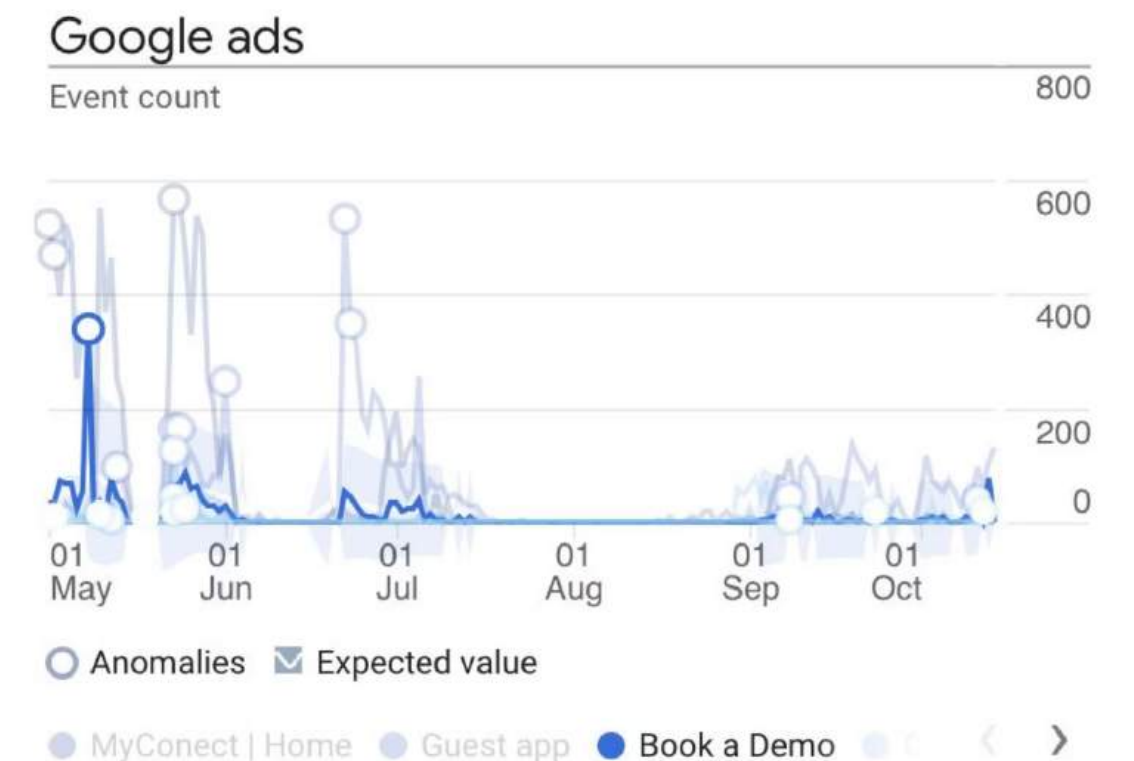
Led a team to optimize Google Ads campaigns, achieving a 376.96% increase in new visitors (1,793 total). Drove key conversions, including demo bookings and 'Contact Us' events, while boosting session engagement by 10 seconds.



Google ads conversions - form submission

1. Book a demo
2. Contact us

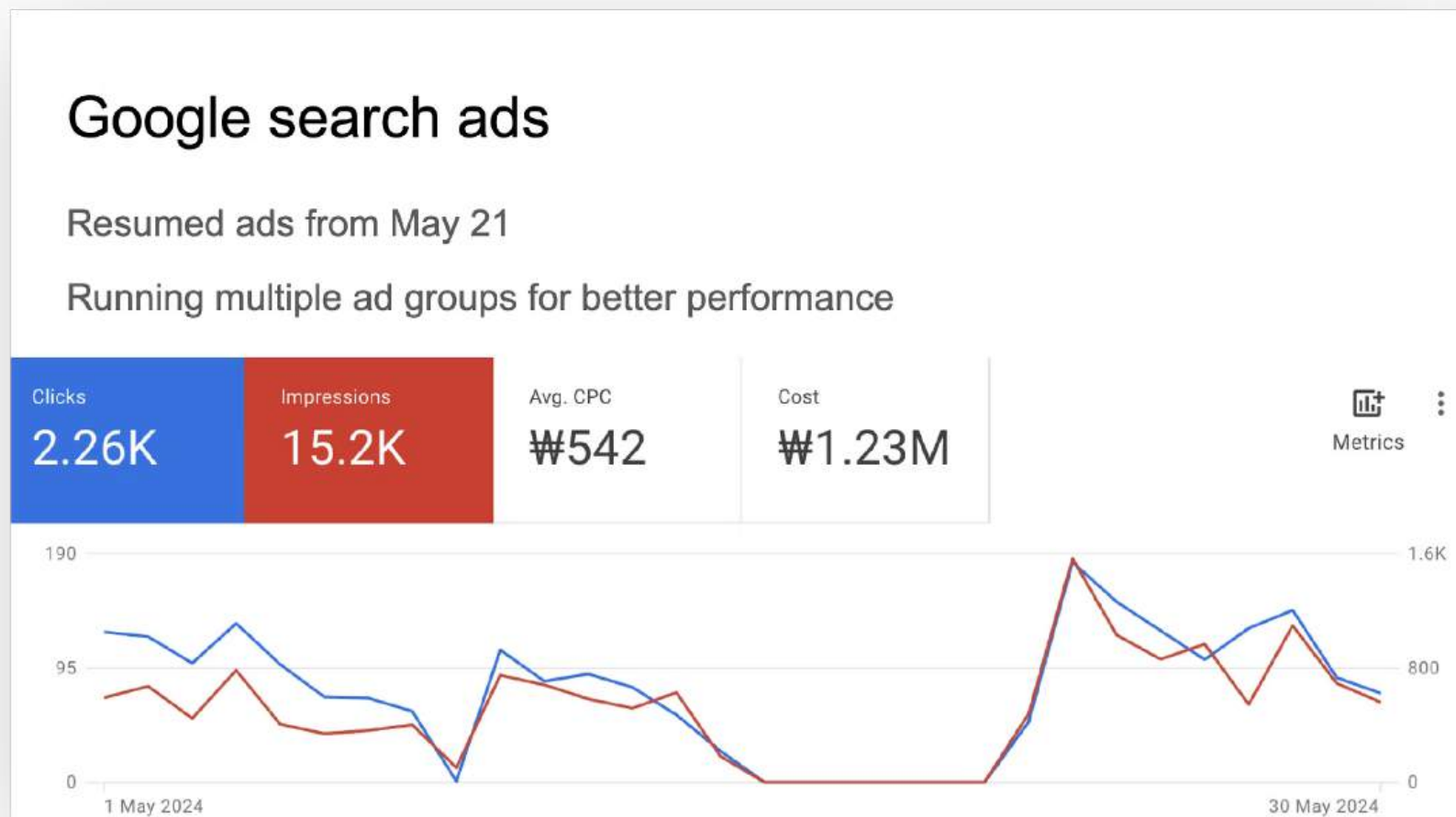
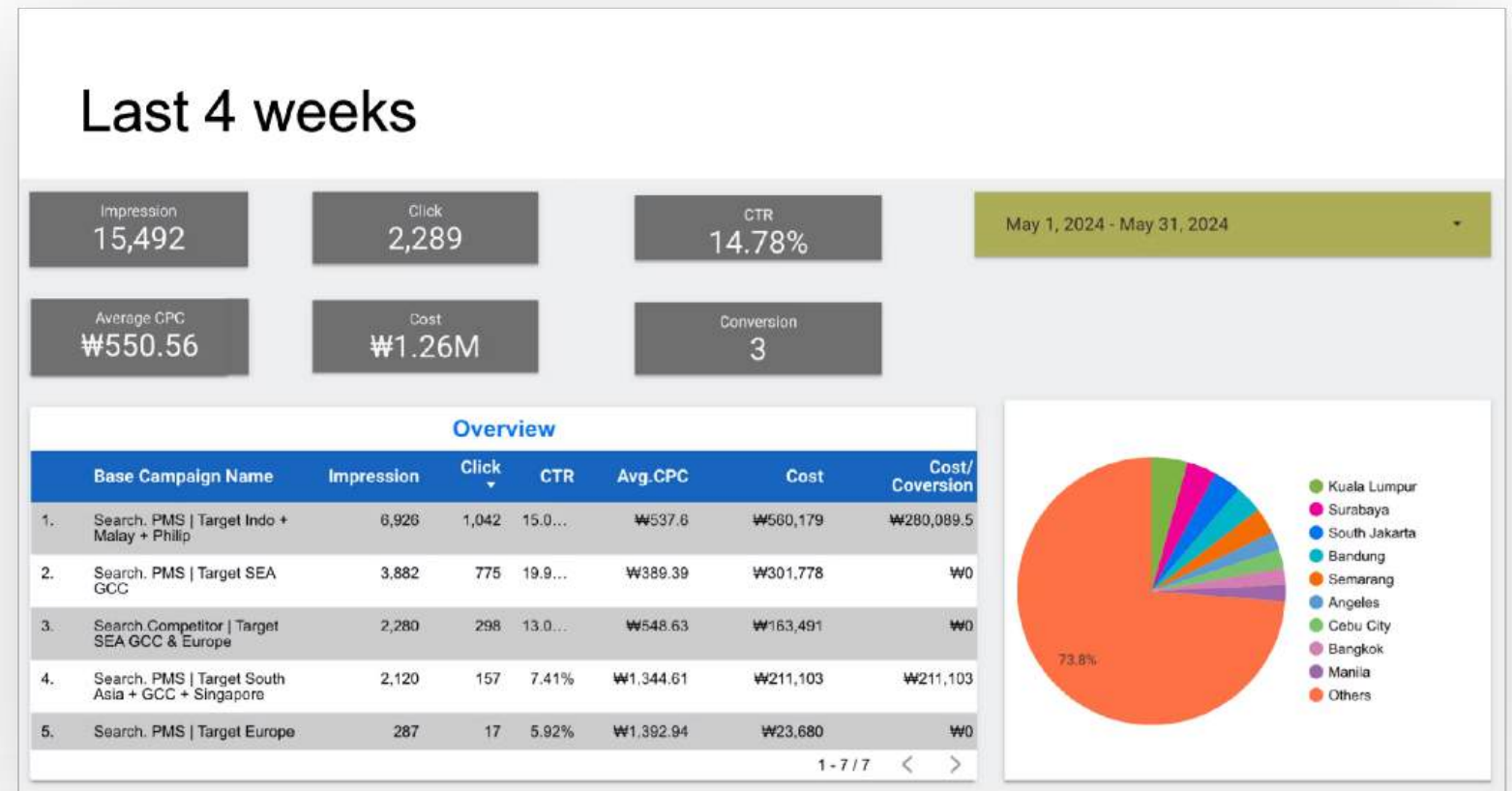
May 1 - Oct 14, 2024



PORTFOLIO

2021 - 2024

Google Ads Performance & Conversion Growth



Overview: Ad groups

Continue running search ads
Account recharge: June 06

Campaign	Budget	Status	Optimisation score	Campa type	Impr.	Interactions	Interaction rate	Avg. cost
Search. Competitor Target SEA GCC & Europe	₩10,000/day	Eligible	92.3%	Search	1,263	111 Clicks	8.79%	₩758
Search. PMS Target Indo + Malay + Philip	Avg. ₩20,000/day in ₩600,000 ₩60,000/day used by 3...	Eligible	85.1%	Search	3,155	440 Clicks	13.94%	₩486
Search. PMS Target South Asia + GCC + Singapore	Avg. ₩20,000/day in ₩600,000 ₩60,000/day used by 3...	Eligible	97.3%	Search	335	15 Clicks	4.48%	₩805
Search. PMS Target Europe	Avg. ₩20,000/day in ₩600,000 ₩60,000/day used by 3...	Eligible	97.3%	Search	61	3 Clicks	4.92%	₩626

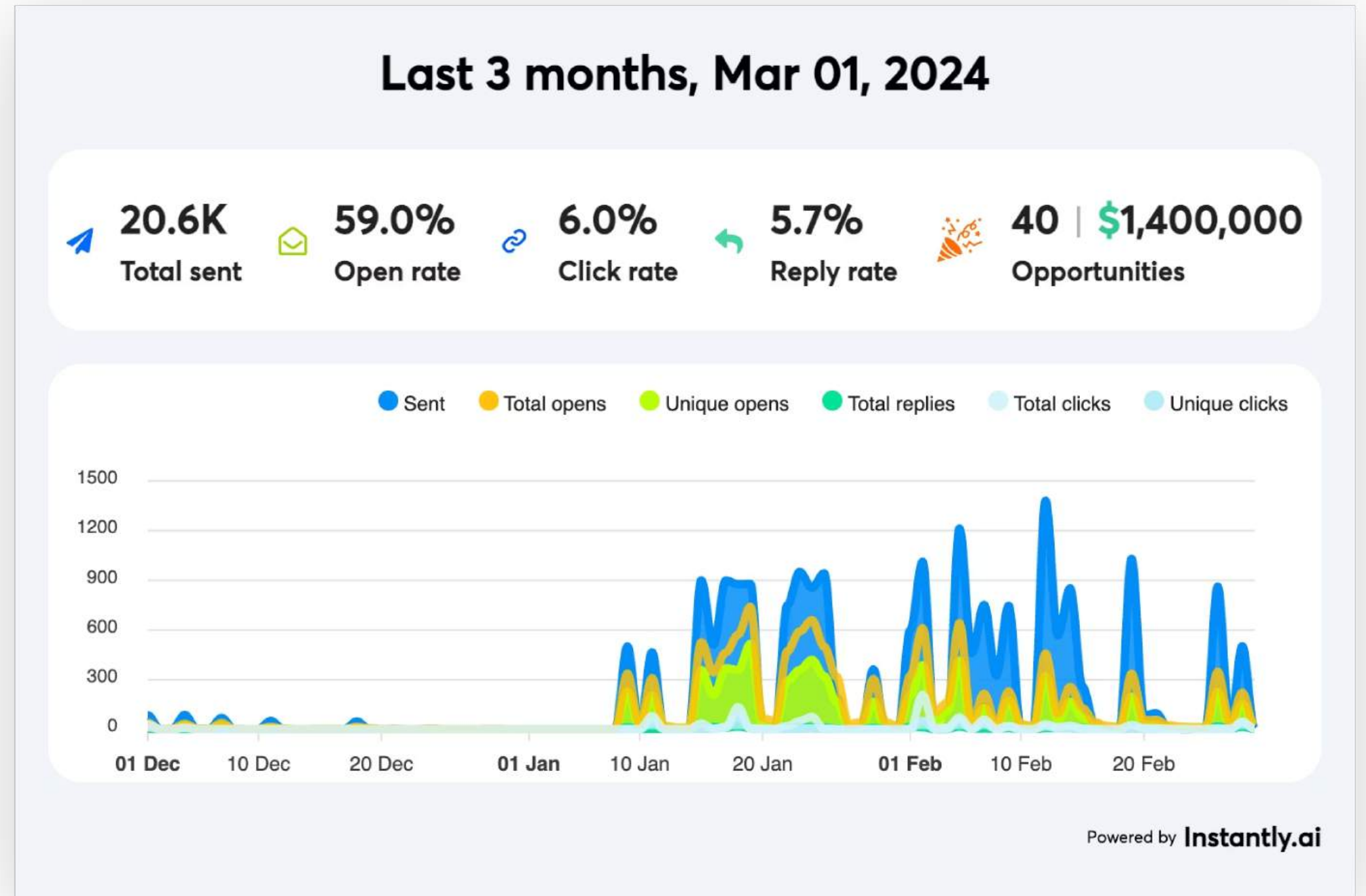
PORTFOLIO

2021 - 2024

Lead Generation: Email Outreach Strategy

Executed email outreach campaigns, sending 1,900 emails daily over 1.5 years. Generated 30–35 weekly opportunities worth \$1.5 million each, with a 60% open rate and 7% response rate. This initiative greatly enhanced the sales pipeline and expanded business opportunities.

Tools: Instantly, Zoho Bigin, Apollo



PORTFOLIO

2021 - 2024

Lead Generation: Email Outreach

Leads in June

New leads: 32

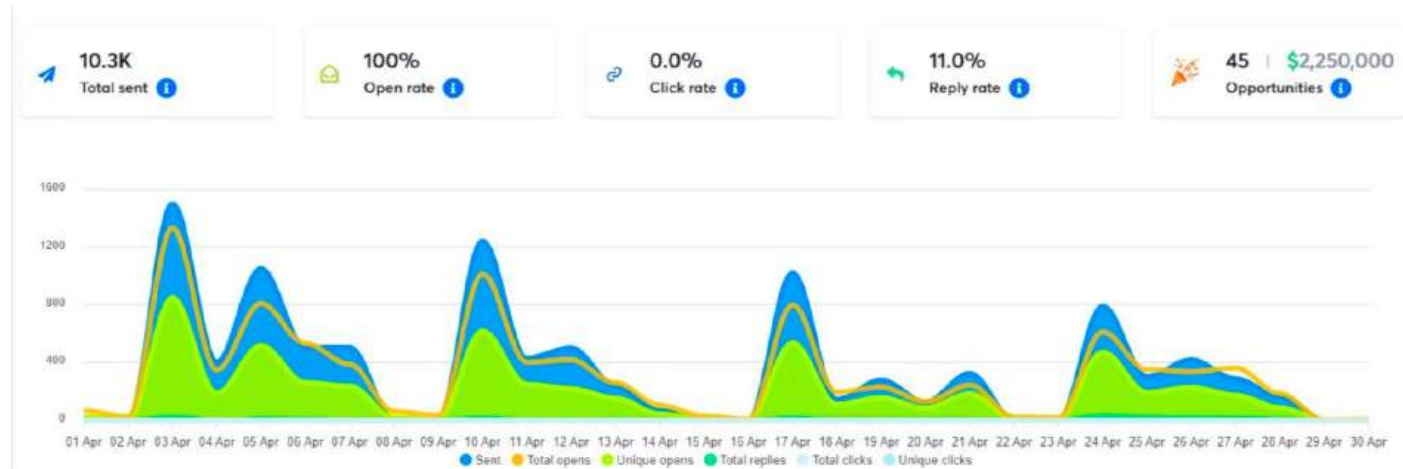
Emails sent: 10.6k



Leads in April

New leads: 45

Emails sent: 10.3k



Leads in May

New leads: 13

Email sent": 10.9k



2021 - 2024

Lead Generation: LinkedIn Outreach

Managed a LinkedIn outreach campaign, generating 200 connections per week with a 30% acceptance rate. Successfully booked 8-10 calls per month, driving business development and expanding the network, and significantly adding to sales pipeline.



PORTFOLIO

2021 - 2024

Social Media: Design and Copy

Focus: Hospitality, SaaS, Technology

MYCONNECT
Platform
Solutions

Hate waiting in long queues for hotel check-ins?

Embrace the future of travel with our digital check-in and out. Skip the lines, save time, and enjoy a stress-free stay!

[BOOK A CALL](#)
www.myconnect.biz

MYCONNECT
Platform
Solutions

Frustrated with communication breakdowns in your hotel?

Elevate your service with MYCONNECT platform's seamless real-time staff communication. From requests to updates, everyone stays in the loop, ensuring a smooth and delightful stay for your guests.

[BOOK A CALL](#)
www.myconnect.biz

MYCONNECT
Platform
Solutions

Tired of high OTA commissions?

Say goodbye to hidden fees on guest bookings through OTAs. Online bookings on MYCONNECT platform starts from USD 5.00 per room/month.

[BOOK A CALL](#)
www.myconnect.biz

PORTFOLIO

2021 - 2024

Social Media: Design and Copy

Focus: Hospitality, SaaS, Technology



PORTFOLIO

2021 - 2024

PR publication

Focus: Hospitality, SaaS, B2B2C, Travel, Technology, Startups

CISION

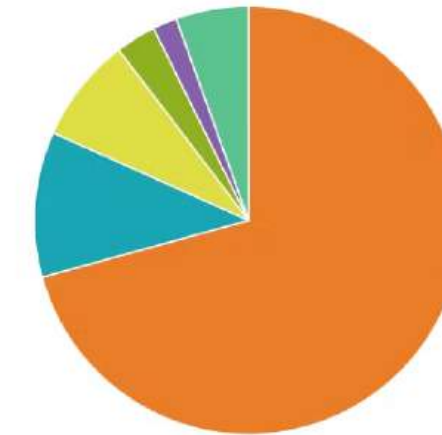
Experience the Innovation: MyCONNECT Launches at Nostalgia Hotel, Singapore

PR Newswire
October 3, 2024 • 3 min read

Nostalgia Hotel Enhances Guest Experience with MyCONNECT App, Streamlining Services and Cutting Check-In Times by 70%.

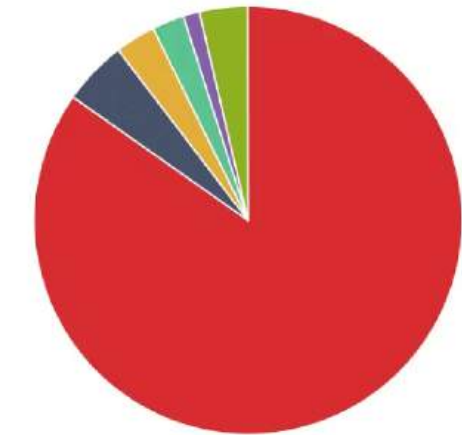
SINGAPORE, Oct. 2, 2024 /PRNewswire-PRWeb/ -- [MyCONNECT.biz](#), a pioneering provider of platform solutions for the hospitality industry, is thrilled to announce the successful onboarding of their first customer in Singapore: Nostalgia Hotel. This partnership highlights MyCONNECT's commitment to enhancing guest services through a unique digital ecosystem, specifically tailored to optimize business operations and elevate the guest experience.

Total Pickup by Source Type



- Newspaper (116/70.7%)
- Broadcast Media (18/11.0%)
- Online News Sites & Other Influencers (13/7.9%)
- Industry Association Sites (5/3.0%)
- Blog (3/1.8%)
- Other (9/5.5%)

Total Pickup by Industry



- Media & Information (139/84.8%)
- Travel & Leisure (8/4.9%)
- Tech (5/3.0%)
- Retail & Consumer (4/2.4%)
- Business Services (2/1.2%)
- Other (6/3.7%)

Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated.
















Total Exact Matches: **164**

Total Potential Audience: **16,831,399**

Logo	Outlet Name	Location	Source Type	Industry	Potential Audience
	MarketWatch Online View Release	United States	Online News Sites & Other Influencers	Financial	13,518,340 ^[1] visitors/month
	WFMZ-TV IND-69 [Allentown, PA] Online View Release	United States	Broadcast Media	Media & Information	1,221,111 ^[1] visitors/month
	WFMZ-TV IND-69 [Allentown, PA] Online View Release	United States	Broadcast Media	Media & Information	1,221,111 ^[1] visitors/month
	PRWeb Online View Release	United States	Online News Sites & Other Influencers	Media & Information	276,906 ^[1] visitors/month
	The Demopolis Times Online View Release	United States	Newspaper	Media & Information	96,258 ^[1] visitors/month

PR pick ups

TOP EXACT MATCH PICKUP

 Yahoo! Finance 46.5M visitors/month ^[1]	 69 NEWS 1.4M visitors/month ^[1]	 Yahoo! Financ... 688.7K visitors/month ^[1]
 ADVFN 669.1K visitors/month ^[1]	 CISION PRWeb 245.7K visitors/month ^[1]	 Albert Lea Tribune 102.7K visitors/month ^[1]
 Salisbury Post 76.4K visitors/month ^[1]	 The Vicksburg Post 74.3K visitors/month ^[1]	 The Democrat 58.4K visitors/month ^[1]
 Daily News 56.8K visitors/month ^[1]	 magnoliastatelive 49.5K visitors/month ^[1]	 GoNOMAD Travel 47K visitors/month ^[1]
 Austin Daily Herald 44.7K visitors/month ^[1]	 The News 44.7K visitors/month ^[1]	 THE OXFORD EAGLE 43K visitors/month ^[1]

MyCONNECT Eyes Expansion Post-ITB Asia, Targets Hotel Onboarding in Singapore and Key SEA Destinations, Sets Sights on Pan-Asian Growth

NEWS PROVIDED BY

MyCONNECT

Nov 28, 2023, 18:21 ET



After ITB Asia, MyCONNECT sets sights on hotels in Singapore and SEA hotspots, gearing up to deploy platform solutions across the region and expand further into Asia.

Following ITB Asia, MyCONNECT aims to onboard hotels in Singapore and various SEA hotspots, intending to deploy its platform-based solutions across hotel properties in the region and extend its expansion to other parts of Asia.

EINPRESSWIRE
Everyone's Internet News Favorite



MyCONNECT Unveils Transformative Platform Solutions for Seamless Hospitality Experiences in Southeast Asia

NEWS PROVIDED BY

[MyCONNECT Co., Ltd.](#)

November 30, 2023, 12:56 GMT

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MyCONNECT Unveils Transformative Platform Solutions for Seamless Hospitality Experiences in Southeast Asia

SEOUL, SOUTH KOREA, November 30, 2023 /EINPresswire.com/ -- MyCONNECT, a player in hospitality technology, aims to bring innovation to the Southeast Asian (SEA) hotel landscape through its platform solutions. The company seeks to deploy its solutions comprehensively across hotel properties in the SEA region, with plans for subsequent expansion throughout Asia.



Dong Shik (James) Kim, CEO & Founder, MyCONNECT

Author Contact

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MyCONNECT Co., Ltd.
[email us here](#)

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[MyCONNECT Unveils Transformative Platform Solutions for Seamless Hospitality Experiences in Southeast Asia](#)



PORTFOLIO

2021 - 2024

Webinar Funnel

Focus: Hospitality, SaaS, B2B, Technology, Startups

Tools: Livestorm, Canva, Zoho Campaigns, ActiveCampaign, Zapier, Calendly, Google Analytics



PRODUCT OVERVIEW

- PLUG-AND-PLAY**
Our plug-and-play platform solutions integrate effortlessly with any property management system (PMS), ensuring a smooth and efficient exchange of information.
- BOOK, CHECK-IN & CHECK-OUT**
From the convenience of their own devices, guests can book their stay in just a few taps, eliminating the need for long wait times at the front desk.
- MOBILE KEYS & ROOM CONTROL**
Mobile keys for contactless access to their rooms, an in-room control for guests and send requests option to hotel staff directly, enhancing their overall experience.
- PAYMENTS & MORE**
The app provides guests with secure payment options, allowing them to settle their bills seamlessly and conveniently.

delivering a highly customizable options

MyCQNECT




Technology Partner

Choose The Right Technology Partner
Consider your needs and budget

Integrate with Existing Systems
Seamlessly merge with your property management software (PMS).

Integrate with Existing System

MyCQNECT



Tuesday, May 28, 2024
3pm, Singapore Time

Free webinar

Contactless Check In and Digital Concierge Redefining Guest Services

Why hoteliers need a strong tech stack for a new era of seamless and personalized guest interactions.

Aishwarya Selvan
Head of Marketing, MyCQNECT

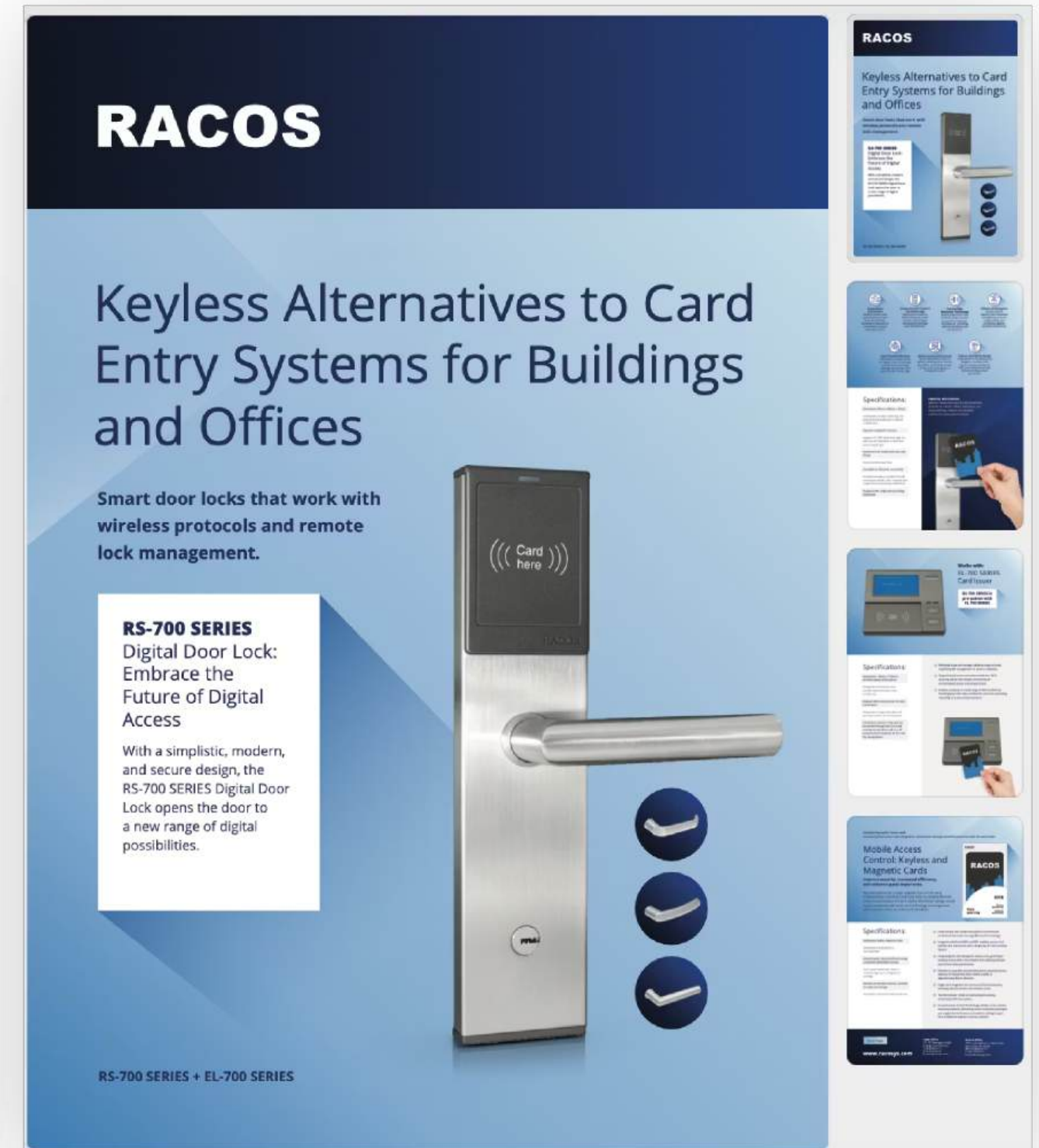
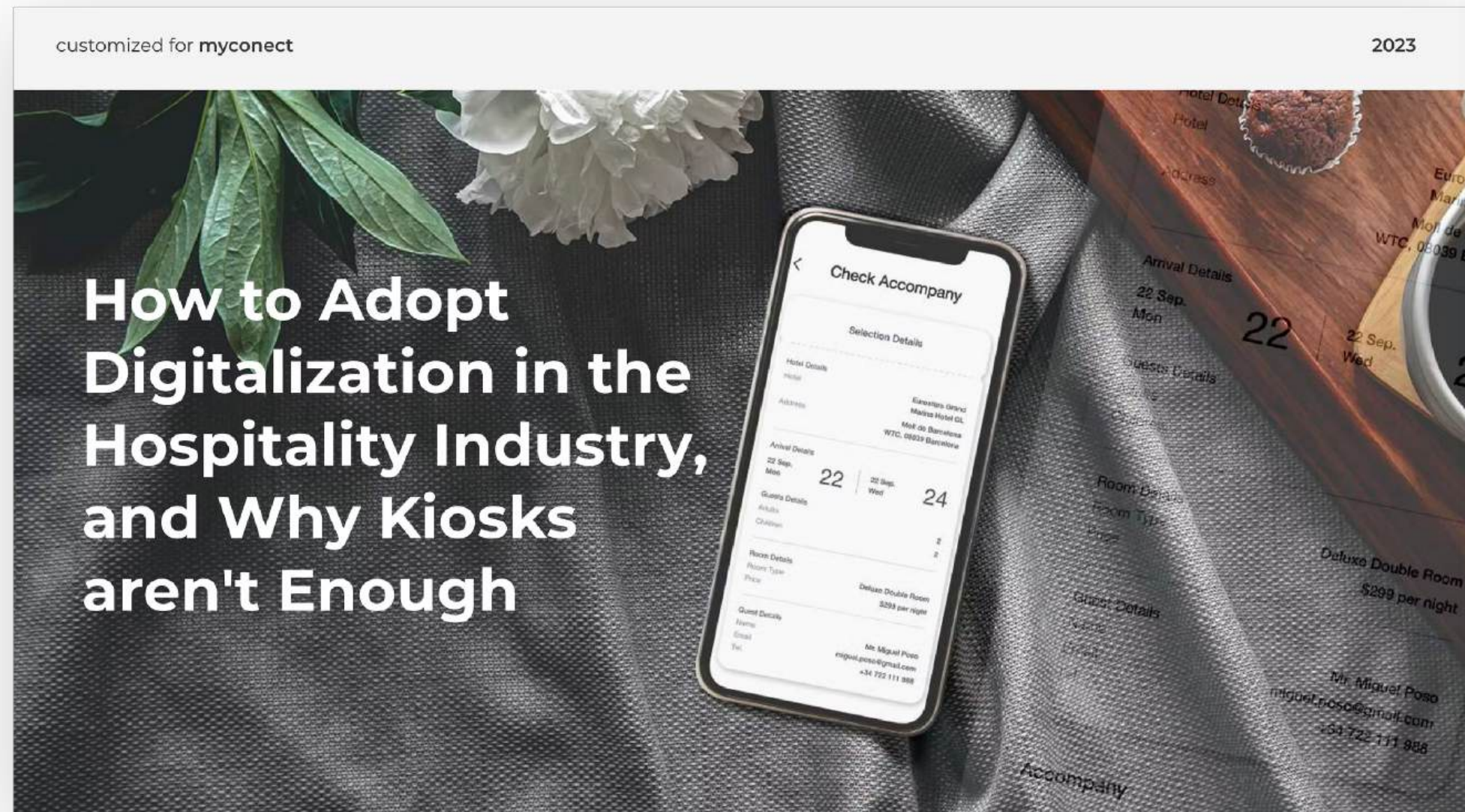
Save your spot!

MyCQNECT

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2021 - 2024

Brochures, Infographics, Gated Content



PORTFOLIO

2021 - 2024

Brochures, Infographics, Gated Content



Elevate guest experience at your hotel through an all in one Guest Journey App with

- Mobile bookings
- Contactless check-in
- Digital keys
- In-room controls
- Personalized guest communication
- Valet parking
- Service requests
- Contactless check-out

We also bring the work desks of your employees onto their smartphones with a Staff Journey solution including

- Real-time guest communication
- Staff Performance Analysis
- Staff coordination

Native App: Contactless Hospitality

- Pre-registration
- Future Booking
- Valet Parking
- Mobile Check-In with ID Verification
- Mobile Key
- Push Notifications
- Room services
- Mobile Ordering (F&B)
- In-Room Control (GRMS)
- Upselling/Upsell
- Finalize payments & Check-Out through the app

Journey with New Normal

Guest Benefits
No more long lines at the reception! Give your guests tailored digital stay with reduced waiting time. Shows guests updated information about hotel activities and upsell your services.
Guests can check in and check out using their phones, use mobile keys and advance valet parking requests with push notifications. Room services, mobile ordering (F&B), in room control (GRMS) all in one single platform.

Staff Benefits
PMS accessibility in the pockets of your staff! With real time communication, better guest, and staff coordination, minimize paperwork and turnaround time. Monitor and analyze performance of your staff members with increased operational efficiency.

MyCONNECT App is customizable to any Hotel PMS. Integrations with many different applications: Guest Services/CRM systems, GRMS, Mobile key. 100% implementation support provided. Customize your design & services according to your brand style and needs.

MyCONNECT

Elevating Hotel Experiences with Native Smartphone Apps

Why Your Hotel Needs Native Smartphone Apps for Enhanced Guest Experiences

Technical Advantages & Disadvantages of Native Apps, Web Apps and Hybrid Apps

71%
60%

Technical Advantages & Disadvantages of Native Apps, Web Apps and Hybrid Apps

Native App Advantages:

1. Access to device features
2. Offline functionality
3. Performance
4. Security

Native App Disadvantages:

1. Higher development cost
2. Platform specific development
3. Limited reach
4. Updates require app store approval

Web App Advantages:

1. Cross-platform compatibility
2. Lower development cost
3. Easier updates
4. No app store approval

Web App Disadvantages:

1. Limited access to device features
2. Performance issues
3. Security concerns
4. Limited offline functionality

Hybrid App Advantages:

1. Cross-platform compatibility
2. Access to device features
3. Offline functionality
4. Easier updates

Hybrid App Disadvantages:

1. Higher development cost
2. Performance issues
3. Security concerns
4. Limited offline functionality

What is MyCONNECT?
We offer platform solutions designed to establish an ecosystem for hotels, enabling them to enhance guest services and optimize business operations by seamlessly integrating solutions from service partners directly into our platform.

Our Products

- White Label Apps:** Tailor functionality, design, and features to elevate your business while maintaining a seamless, branded experience.
- Custom Native Apps:** Provide optimal user experience to boost your business with fast, reliable native mobile apps.
- Mobile App:** Enhance functionality and streamline communication for a seamless user experience and efficient business operations.

For Your Guest

- Seamless Check-in and Check-out:** Expedite guest registration and ensure smooth check-out with contactless, digital keys, and mobile check-out.
- Digital Keys:** Access rooms and facilities including elevators using digital keys on the app, eliminating the need for physical keys and ensuring security.
- Instant Service Requests:** Request room service, maintenance, and other services directly through the app, ensuring prompt response.
- Mobile Booking:** Guests can conveniently book their stays on the go through the MyCONNECT app, offering flexibility and convenience.
- In-Room Personalization:** Guests can effortlessly personalize their stay through the app, including room preferences and amenities.
- Mobile Keys:** Guests can effortlessly use mobile keys to access their rooms, elevators, and other facilities through the app, simplifying the check-in process.
- Self & Accompanying Guest Check-in:** Guests can check in and access their rooms through the app, simplifying the check-in process.
- Real-Time Guest Communication:** The MyCONNECT app allows for real-time communication between guests and staff, ensuring prompt response to requests.
- Mobile Keys:** Guests can use mobile keys to access their rooms, elevators, and other facilities through the app, simplifying the check-in process.
- In-Room Control:** Guests can control room temperature, lighting, and other amenities through the app, simplifying the check-in process.
- Self & Accompanying Guest Check-in:** Guests can check in and access their rooms through the app, simplifying the check-in process.
- Real-Time Service Requests:** Guests can request room service, maintenance, and other services directly through the app, ensuring prompt response.
- Self Check-out:** Guests can check out through the app, simplifying the check-out process.

For You & Your Staff

- Exceptional Guest Satisfaction:** The MyCONNECT app allows for real-time communication between guests and staff, ensuring prompt response to requests.
- Guest Analytics:** The MyCONNECT app provides valuable insights into guest behavior and preferences, allowing for personalized service.
- Real-time Staff Coordination:** The MyCONNECT app allows for real-time communication between staff members, ensuring prompt response to requests.
- Efficient Staff Coordination:** The MyCONNECT app allows for real-time communication between staff members, ensuring prompt response to requests.
- Staff Performance Analysis:** The MyCONNECT app provides valuable insights into staff performance, allowing for targeted training and support.
- Seamless PMS Integration:** The MyCONNECT app integrates seamlessly with your existing PMS, ensuring a unified system.
- Cost Saving:** The MyCONNECT app reduces the need for physical keys and other materials, leading to cost savings.
- Staff Communication:** The MyCONNECT app provides a central hub for staff communication, ensuring prompt response to requests.
- Easy Guest Check-in & Check-out:** The MyCONNECT app simplifies the check-in and check-out process, leading to faster service.
- Customizable with any PMS:** The MyCONNECT app is highly customizable and integrates with any PMS.
- Water Proofing the Device:** The MyCONNECT app is designed to be used in various environments, including outdoor areas.
- Operational Efficiency:** The MyCONNECT app streamlines hotel operations, leading to increased efficiency.

Your Story, Our Solutions
Imagine a world where your guests' needs are seamlessly met, and your staff can coordinate effortlessly, resulting in unparalleled guest satisfaction. MyCONNECT's suite of applications is designed to make this vision a reality for your hotel.

Custom-branded single platform for hotel, staff, and guest's digital needs

- **No more long lines at the reception desk:** Seamless and contactless check-in and check-out process to exceed guest expectations and ensure satisfaction.
- **Frictionless with staff due to service requests:** Minimization of guest dissatisfaction due to service omission and delays from real-time verification.
- **Effective staff communication:** Real-time communication, task management, and performance analysis to empower your staff.
- **Integrate with any PMS & Service Providers:** Seamless integration with any Hotel PMS & Service Providers to ensure smooth communication between guest-facing features and internal hotel operations.

Get In Touch
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Worldcup-ro, Maipo-gu, Seoul, South Korea

MyCONNECT
MYCONNECT PLATFORM SOLUTIONS

Elevate Your Guest Experience, Simplify Your Operations.

www.myconnect.biz

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PORTFOLIO

2021 - 2024

Blog Content

Focus: Hospitality, SaaS, Technology, Startups

Led ideation, topic selection, and content publishing across the website and social media.

Collaborated with expert writers and used Jasper for content creation support.

Content was periodically published on Webflow and performance was tracked with Google Analytics.

Tools: Jasper AI, Webflow, Shutterstock, Canva, Trello, Google Docs, Slack



Behind the Scenes: How Staff Apps Improve Back-of-House Operations

Staff apps are more than just tools—they're enablers of better operations and happy staff. By enhanc...

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5 Ways Guest and Staff Apps Are Transforming Hotel Operations

One of the most visible impacts of guest and staff apps is in accelerating hotel operations. From co...

[Read post](#)



Evolving Hospitality: Trends from 2024 to Predictions for 2025

The hospitality industry stands at the brink of a transformative era as we transition from 2024 to 2...

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Top Hotel Property Management Systems in Asia: A Comprehensive Guide

Here is a comprehensive overview of the top PMS options available in the Asian market, detailing the...

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Adapting Fast with Automation in Southeast Asian Hotels

Property Management Systems (PMS) in Southeast Asian hotels are witnessing a revolution. Hoteliers a...

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Digital Changes Reshaping Hotel Management in Asia

By leveraging data analytics and channel management software, hotels can make informed decisions, pr...

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Human-AI Collaboration in Hospitality: A Seamless Integration

Artificial Intelligence (AI) and its applications are rapidly transforming the hospitality industry...

[Read post](#)



Tech Solutions Redefining Hotels: Boosting Guest Experience & Efficiency

By embracing innovative technology solutions, hotels can elevate the guest experience and enhance op...

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Transforming the Hotel Industry: The Power of Hotel-Tech Ecosystems

In the rapidly evolving digital landscape, the hotel industry is embracing technological advancement...

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2021 - 2024

Exhibition & Events: Design Conceptualization & Participation

Led the conceptualization and execution of booth designs for major events like ITB Asia 2024, ITB Asia 2023, Hotel Show Dubai 2022, and HITEC Orlando 2022. Managed strategy, on-site participation, seamless event execution, and lead capture, ensuring timely delivery and successful engagement.



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2021 - 2024

Exhibition & Events: Design Conceptualization & Participation



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2021 - 2024

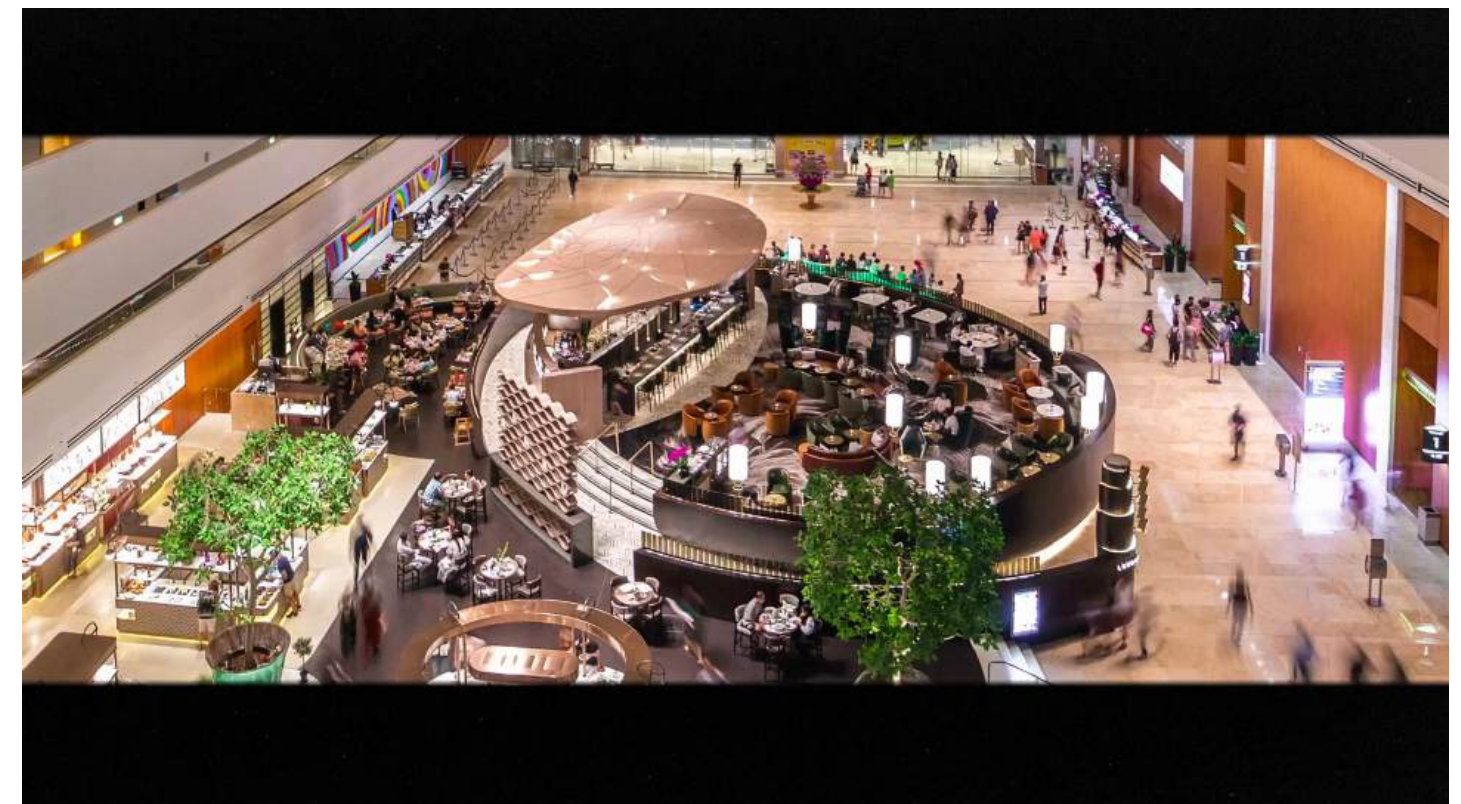
Promotional Videos

Focus: Hospitality, SaaS, Technology, Travel, Startups

Led the creation of impactful promotional videos to enhance brand visibility and engagement.

Collaborated with the creative teams to develop scripts, visuals, and messaging, ensuring alignment with marketing goals.

Oversaw production, editing, and final delivery, driving brand awareness and audience engagement.



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2021 - 2024

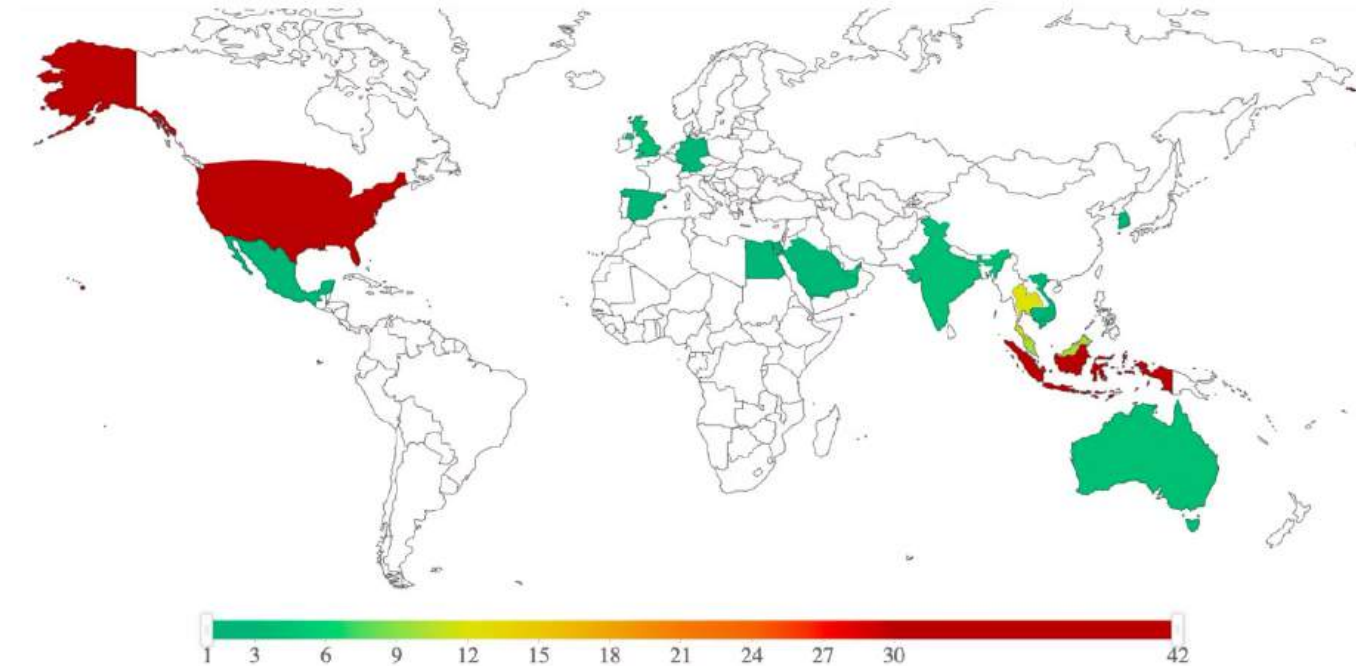
Email Marketing

Focus: Hospitality, SaaS, B2B2C, Travel, Engineering, Technology, E-commerce

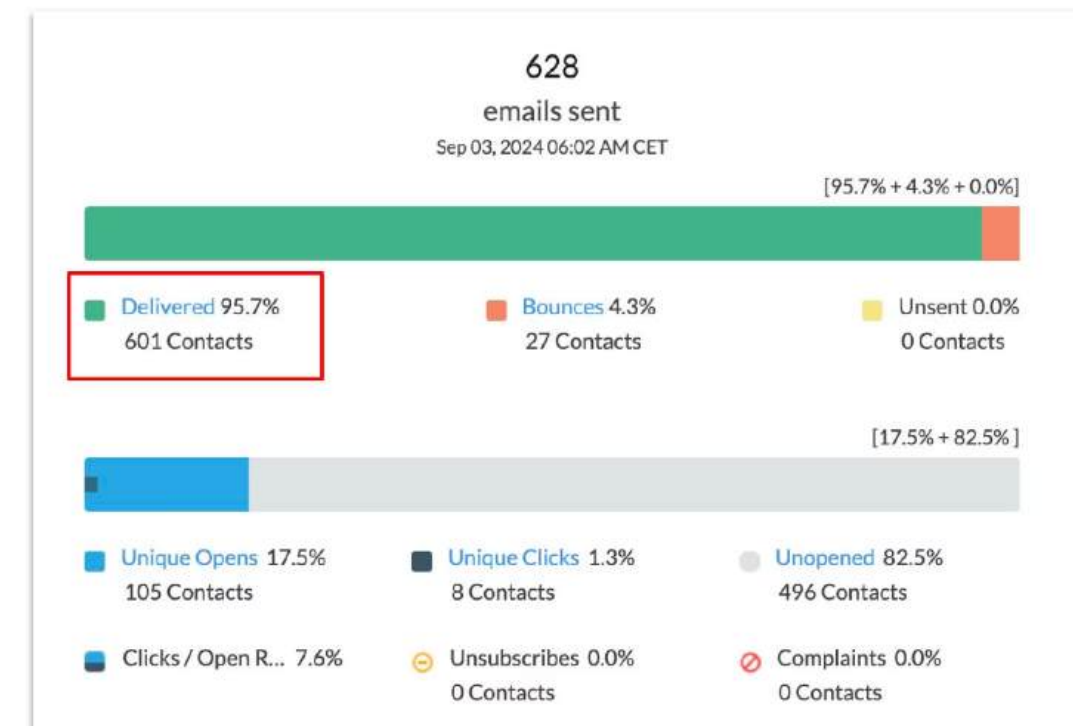
Crafted and executed email campaigns focused on nurturing warm leads. Leveraged personalized content and strategic follow-ups to build relationships, maintain engagement, and drive conversions, significantly boosting the sales pipeline.

Tools: Zoho Campaigns, G-suite, Google Analytics, Zapier

Email recipient location



Email delivery report




PORTFOLIO

2020 - 2021


Content and Copy: Social Media, Presentations & Training Materials

Focus: Engineering, Technology Wastewater Treatment, F&B, Oil & Gas

Pneumatic Conveying



Conveying is a process requiring 100% clean, oil-free air for trouble-free and continuous operation. Turbowin products are a perfect fit for this kind of applications, ensuring high energy efficiency and zero-oil compressed air that you can rely on.



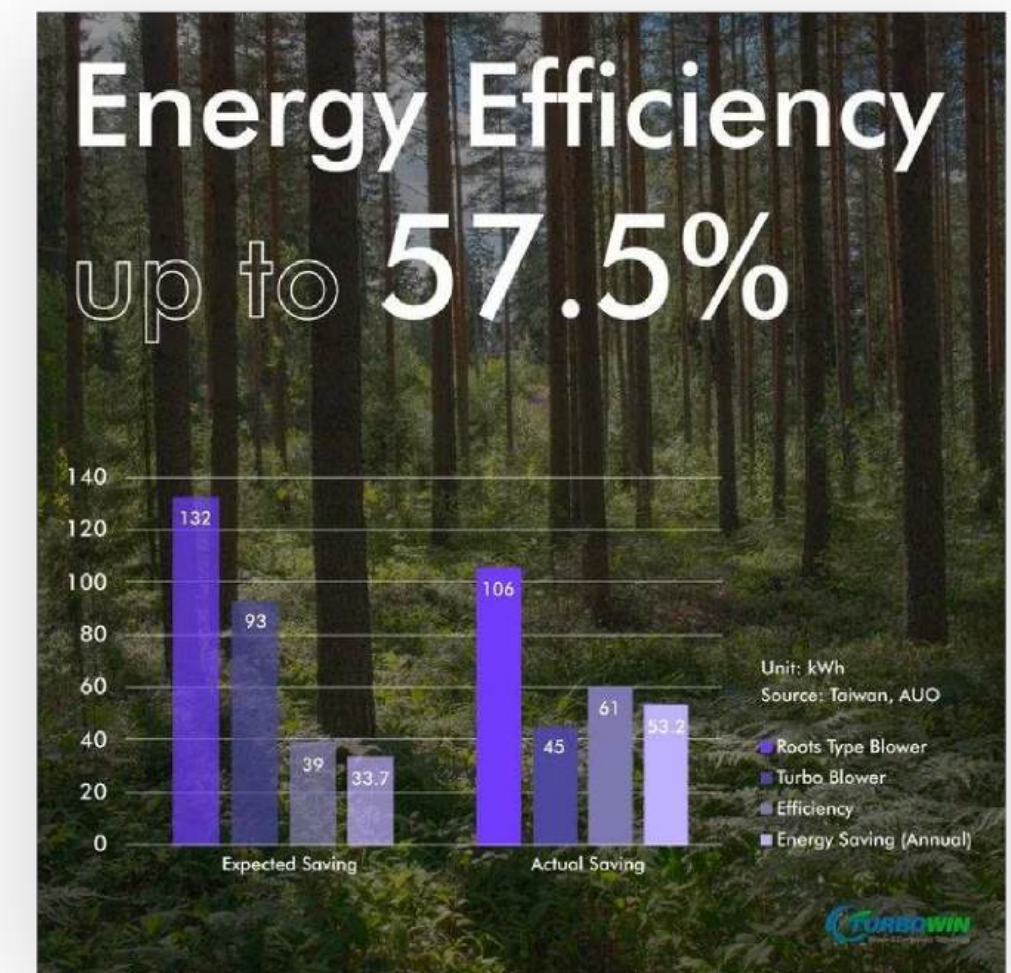
Transportation & Construction



Fuel Cell Vehicles (FCVs)

With mobile applications in automotive, transportation industries and stationary power.

Compact Size Oil-Free High Efficiency



PORTFOLIO

2020 - 2021

Content and Copy: Newsletter, Presentations & Training Materials


Focus: Engineering, Technology Wastewater Treatment, F&B, Oil & Gas

Tools: MailChimp, HubSpot, Canva, Prezi, Powerpoint, Adobe Illustrator


Key Application Micro Turbo Blower

Medical / Pharmaceutical

Strict hygiene standards are specified for production conditions for manufacturing medicinal products, particularly for clean room conditions. It is therefore very important that the production takes place in an environment that is free of germs, particles, bacteria and contaminating oils.




Packaging
Bottle drying system, packaging and cleaning assures high-purity and high-quality compressed air through reliable air generation. This is where Turbowin comes in.



Medical and Laboratory Equipment




Pneumatic conveying systems





Food and Beverage

Bottle drying system with air knives
Air compressors are used in production chains, packaging and cleaning. Food and beverage manufacturing equipment must assure high-purity and high-quality compressed air through reliable compressed air generation. This is where Turbowin comes in.




Vacuum Packaging
PET, F&B, Food processing (drying)



Source: HENKELMAN

05 06

Key Application Micro Turbo Blower


Semiconductors / Electronics

A great air compression system is crucial for electronics manufacturing plants to avoid dust, moisture and other microscopic particles from damaging circuit boards and other components. Turbowin's 100% oil-free Turbo machines ensure no trace of oil to execute seamless, uninterrupted air-flow through systems in the manufacturing processes of semiconductors and electronics.

Wastewater Treatment plant



Wastewater treatment plants provide a critical service to our communities. WWTP systems operate continuously and require reliable and sustainable equipment to function. Turbowin delivers unprecedented air system solutions for wastewater treatment operations that are engineered for long life and continuous energy savings.



Aquaculture / Pond Aeration

In most natural waters, the supply of oxygen to water from the atmosphere and production from underwater photosynthesis exceeds the amount used in oxygen-consuming processes, and fish seldom have problems obtaining enough oxygen to meet normal metabolic demands.

In aquaculture ponds, however, the biomass of plants, animals and microbes is much greater than in natural waters, so oxygen is sometimes consumed faster than it is replenished.

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TURBOWIN

With expected global water demand in manufacturing to increase by 100% from 2000 to 2050, and domestic water demand is expected to increase significantly over the period 2010 to 2050 in all the world regions except for Western Europe. Businesses are looking to advanced water treatment technology to help alleviate this resource stress.

POLLUTANTS OF POOR SANITATION

Bacteria in Waterbodies



80% of the world's wastewater is released in the environment without treatment

POLLUTANTS OF INDUSTRIAL DEVELOPMENT

Chemicals waste from Industry; Fertilizers and Pesticides



The use of Nitrogen as a fertilizer has increased more than 700% with most growth occurring in Asia

POLLUTANTS OF GROWING DEMAND

Micro- and Nano- Plastics; Pharmaceutical drugs



Moving through the water food web, Microplastics have proliferated through water, groundwater, and surface water resources

"Majority of the wastewater is neither collected nor treated."

What is wastewater, and why treat it?
Wastewater treatment should be considered a water use because it is so interconnected with the other uses of water. Much of the water used by homes, industries, and businesses must be treated before it is released back to the environment.

"Wastewater is a resource for a circular economy."

Aerobic digestion in Sludge Treatment is process in which the natural biological degradation and purification of bacteria is done in an oxygen rich environment, where they are broken down and digested into waste. The aerators provide adequate oxygen supply to substantially increase the operation. Of the three sludge digestion processes, aerobic digestion is the most commonly used biological treatment throughout the world.

"Primary treatment" removes about 60 percent of suspended solids from wastewater. This treatment also involves aerating (stirring up) the wastewater, to put oxygen back in. Secondary treatment removes more than 90 percent of suspended solids.

WASTEWATER TREATMENT



The major aim of wastewater treatment is to remove as much of the suspended solids as possible before the remaining water, called effluent, is discharged back to the environment.

Turbowin helps you achieve this with its energy saving Turbo Blowers and Compressors that lets users save up to 57.55% Energy with ROI in a span of 1 year!



Turbowin is trusted by well-known companies globally, and we are proud to continue evolving and bringing meaningful changes with them. Be an actor to the fight against climate change and join our partnership today!

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PORTFOLIO

2015 - 2016

Community Events and PR

Focus: Travel & Tourism, Hospitality, B2C, Technology, Startups





ACHIEVEMENTS

Executed sales funnels generating over USD \$15M annually and secured 5 new contracts for a startup through targeted marketing campaigns.

Built a marketing department from the ground up, implemented digital strategies that boosted brand presence, generated 850+ monthly leads, and led a global team of 10 professionals.

Added 31 new contracts in APAC and GCC, enhancing revenue by USD \$2.5M.

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